



DiRe: Digital Reputation

Päätösseminaari

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Good reputation creates benefits

- Increases sales (Yoon et al. 1993)
- Enhances perceived product quality (Weigelt & Camerer, 1988)
- Increases the competitive ability of organizations (Fombrun and Shanley, 1990)
- Bad reputation results in decline of organizational efficiency and productivity



Reputation and risk

- Loss of reputation is among the greatest threats facing contemporary organizations (Murray 2003)
- Reputation risks have become increasingly dynamical due to globalization and advances in communication technologies (Scott & Walsham 2005)



Gaps in understanding reputation risk in digital publicity

- Organizations lack knowledge of what makes or breaks reputation in digital publicity
 - Existing tools are not semantically sensitive or contextually accurate
 - Organizational online reputation formation has not been studied extensively
- » This leads to knowledge gaps in customer and client intelligence and practice.

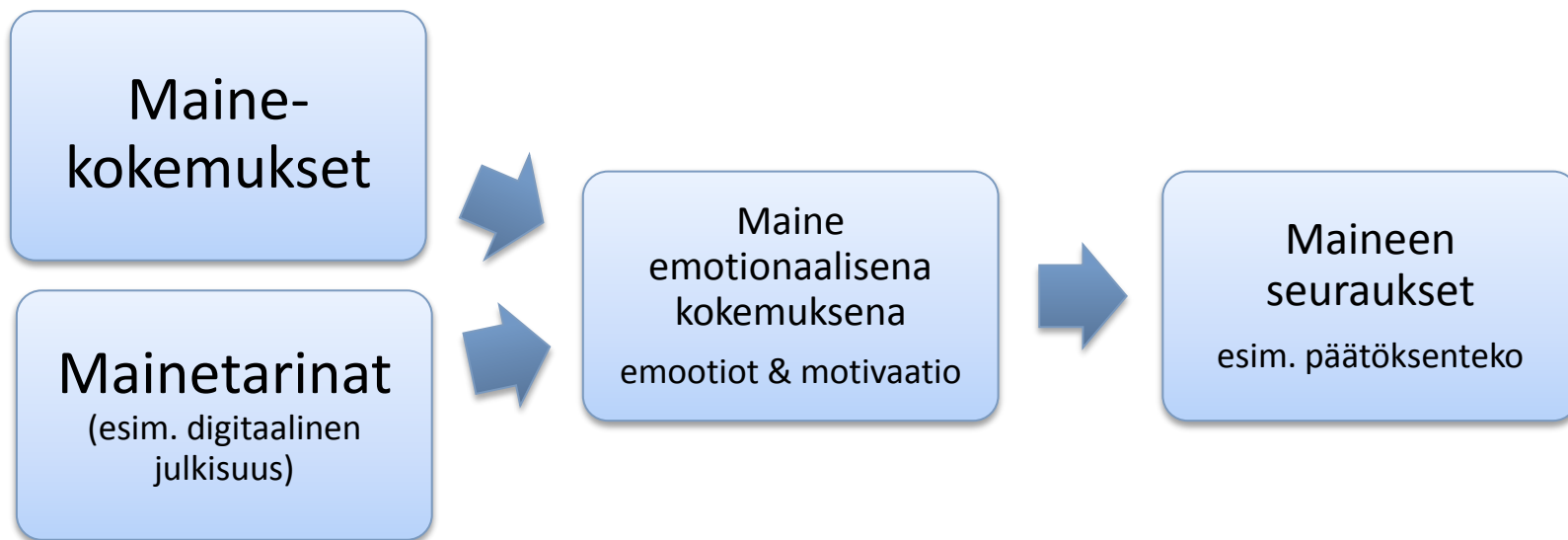


“We need to combine what we know of reputation management; communication; semantics; emotional, motivational, and psychophysiological processes; organisations; and institutions.”



DiRe: Digital Reputation

- Creates new openings in client/customer intelligence and the competitive advantage of service organizations
- Creates new openings in the field of organizational and reputation study
 - by exploring online reputation risk formation
 - using methods combining social media analysis to linguistic analysis
 - and thus creating new practical and theoretical information on reputation and reputation risk.
- Joint adventure: HY (CRC), Aalto (CKIR), TU (IASM)
- <http://reputationproject.wordpress.com/>





Research objectives

- O1. To map the characteristics and dynamics of reputation risk in the context of digital publicity
- O2. To study the emotional and motivational processes associated with digital reputation using advanced psychophysiological (neurophysiological) methods
- O3. To better understand digital publicity and its possible implications to reputation risk management by forming a synthesis from results obtained in 1) and 2).



Groundbreaking research methods

- Use of multiple methodological tools
 - discourse analysis
 - psychophysiological (or neurophysiological) measurements
 - cognitive, emotional, and motivational processes associated with digital reputation
 - multiple case analysis



Tervetuloa!

- **09.15–09.30 Avaus (Pekka Aula, hankkeen johtaja, CRC)**
- **09.30–10.15 Aineeton pääoma vaakalaudalla – maine ja maineriski digitaalisessa julkisuudessa (Salla-Maaria Laaksonen, CRC)**
- **10.15-11.15 Mittausten tulokset: kohti neuromainetta (Mikko Salminen, CKIR)**
- **11.15-11.45 Yleisökeskustelu (puheenjohtajana Antti Ainamo, IASM)**
- **11.45-11.50 Seminaarin päätös (Pekka Aula, CRC)**